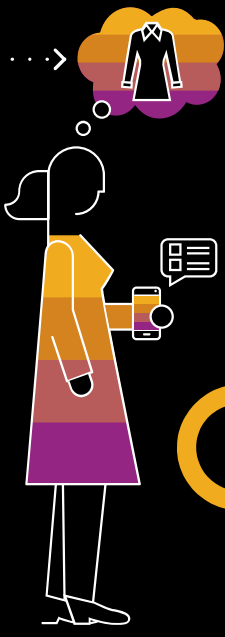


# the retail consumer is 2025

1

## The Customer Experience

Sally needs a new coat. A number of stores have predicted this, and have started sending Sally personalised invitations to try coats on in-store. To sort through them, she asks her AI assistant for recommendations.



2

## Data

Through an exclusive partnership with the company that controls the AI assistant, a nearby boutique's message is given priority access. They are alerted when Sally opens their message.



3

## Privacy

The boutique connects with Sally's mobile, asking permission to access her clothing purchase history to generate recommendations. She accepts. The boutique's machine learning algorithm analyses her budget and style to recommend a coat.



4

## Personalisation

As the store manufactures their coats in-house, Sally is offered her choice of button colours and cuts on her coat. This customisation delights her, leading her to finalise the purchase.



5

## Supply chain

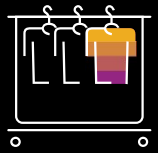
The boutique offers to fly Sally's new coat to her in one hour via a third-party drone delivery company.



7

## Operations

Once the coat is on its way to Sally, the store's system adjusts its inventory. It sees it is getting low on a certain kind of fabric. It automatically places an order for that fabric, and alerts customers to a sale on clothes containing the remaining fabric.



6

## Employee Experience

An employee at the boutique is sent an alert about Sally's order. Their work schedule is automatically restructured to oversee the manufacturing, packing, and delivery of the coat.

